

# MAUIJIM | "Service to da max"



## CLIENT SUCCESS STORY



### Powerful new web application builds Maui Jim image and enhances service for consumers

"Service to da max" is Maui Jim language for an overriding commitment to customer satisfaction—whether those customers are consumers, retailers, advertisers, or even the company's own employees. That commitment led Maui Jim, the world's fastest-growing manufacturer of polarized sunglasses, to Advanced System Designs (ASD) and a Web development solution.

Together, Maui Jim and ASD created a Web site and associated Web applications that do a lot more than simply provide information—they're streamlining business processes and revolutionizing how Maui Jim communicates with those it serves.

#### Creating an experience for the consumer

One of the first goals of Maui Jim's Web development project, according to Vice President of Marketing Chris Abbruzzese, was to provide a "total aloha experience" online, giving consumers who never visit Hawaii or Maui Jim's headquarters in Peoria a true sense of the company's relaxed, fun atmosphere. That involves presenting information Maui Jim style—along with detailed descriptions and photographs of sunglasses, consumers also get a fun overview of the company's history, a Q&A with Jimmy, Maui Jim's macaw mascot, a teach-yourself-Hawaiian section, and much more.

"The first thing we did was create a personality for the company that breeds familiarity and loyalty," Abbruzzese says. "We want happy customers who keep coming back, whether it's to look at new sunglass styles or find out what the temperature is in Maui today."

But the site does more for consumers than just create personality. It provides information they can use—either to become or remain a Maui Jim customer. Retail and repair center locators let consumers enter their zip code to find the nearest place to buy or repair Maui Jim glasses. Consumers also can buy accessories like t-shirts and bags online and use a product recommender to find the sunglasses best suited to their face shape.





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Maui Jim Vice President of Marketing Chris Abbruzzese and President and COO Mike Dalton worked with ASD to create a Web site that brings the Maui Jim culture to life for consumers and others.

“We want to provide information in the way consumers want to receive it, whether that’s through our Web site, call center, or product brochure,” Abbruzzese says. “The beauty of the Web is that we can communicate in real time. That’s important in our industry where change is rapid—there are always new styles or technologies to promote. With the Web, we don’t have to wait to print a brochure or send a letter to distribute that information.”

Providing this information doesn’t just make life easier for consumers, but for Maui Jim employees as well. Abbruzzese says it’s already cut down on the number of calls and e-mails requesting basic data. Now call center employees can provide a higher level of service, because they’re not wasting time providing addresses, phone numbers, warranty details, and the like.

#### Customizing data for retailers, advertisers, and employees

Benefits to consumers are just one element of Maui Jim’s new Web site. Working with ASD, the company created a dynamic site that customizes information for retailers, advertisers, and employees. Using Maui Jim’s iSeries server and a product called WebSphere, ASD designed, built, and deployed what’s called a corporate portal—a solution that allows non-technical employees to create and maintain content, then distribute it to specific groups who log on with a user id and password.

Retailers, for example, have access to more technical information than consumers and can place and track orders online. Advertisers can download images and logos immediately instead of requesting they be sent on disk. Employees can access sales and commission reports, territory listings, and order information. Ultimately, Maui Jim plans to use the site as a corporate Intranet, with job listings, company policies, upcoming events, and more.

The portal also allows for additional customization within each group. When a retailer logs in, he sees only the Maui Jim products offered by his company, not the entire product line. A media representative has access only to the images Maui Jim wants her to

have, and salespeople can access only their individual reports.

“The portal allows us to establish an audience, build content for them, and distribute that content to them specifically,” Abbruzzese says. “When we change out styles, add new products, or have a news story or images to highlight, we can direct the right people to the right information.”

#### Integrating existing systems with new technology

To make sure data is accurate, no matter who’s accessing it, ASD used WebSphere to write Web applications that access Maui Jim’s existing iSeries databases. Another product, MiMix, extracts the data from the iSeries and replicates it onto the Web server. A Check Point firewall sits between the iSeries and the Web server, providing protection and managing requests for information.

“Because all content is being driven dynamically from our existing databases, we make changes directly in them, not on the Web site,” says Larry Mills, Maui Jim’s IS manager. “That reduces the chance for errors, adds flexibility, and allows for easier maintenance.

“One of the reasons we chose to work with ASD was their ability to integrate a series of solutions and their willingness to build off our existing systems. They’re local experts, experienced with the iSeries and WebSphere, and some of their people have worked on our systems in the past. It’s a nice fit.”

## Technology spotlight

**WebSphere.** This middleware component serves up Maui Jim’s Web pages and Web applications (such as the corporate portal, retail locator, repair center locator, and order fulfillment process). Its “connection facilities” allowed ASD to write Web applications that access Maui Jim’s iSeries databases—thus ensuring everyone is working with the same information.

**Check Point.** ASD installed a Check Point firewall, which sits between Maui Jim’s iSeries server and its Web server. It provides protection and manages all requests for information.

**MiMix.** This availability product replicates data between Maui Jim’s iSeries server and the Web server. MiMix can back up one server while the other keeps running and allows for updates and maintenance without shutting the system down—providing 24x7 availability.



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